

Product Discovery

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The background is a solid orange color. In the top right corner, there are three decorative circles of varying sizes. Each circle contains a smaller, semi-transparent orange circle, creating a layered effect.

Who are we?

What do we do?

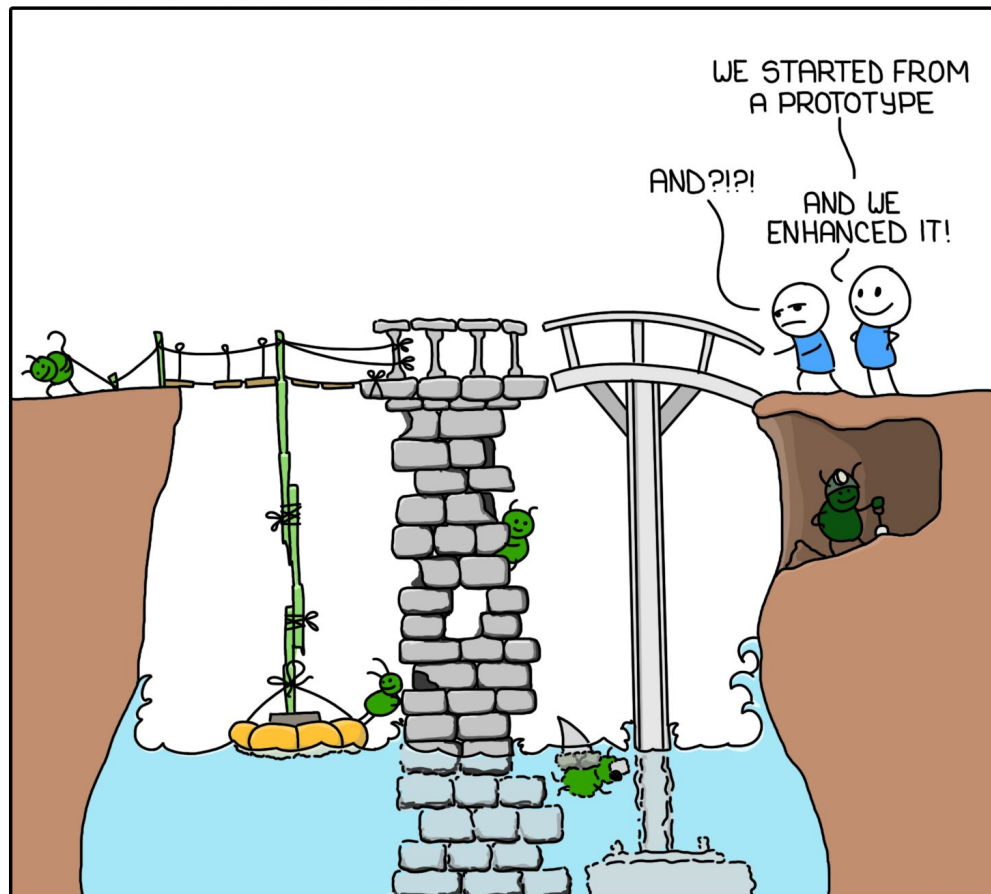
Why do we do what we do?

Our job is to change the world

Problems?



PRODUCTION READY

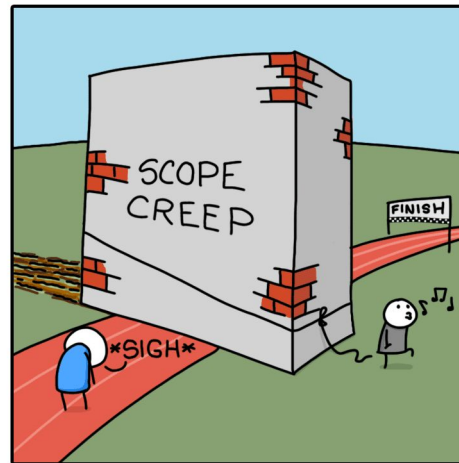
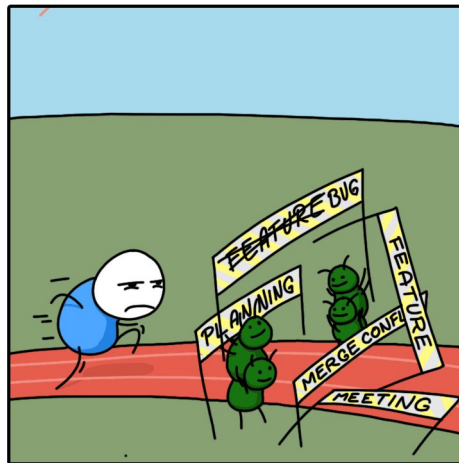
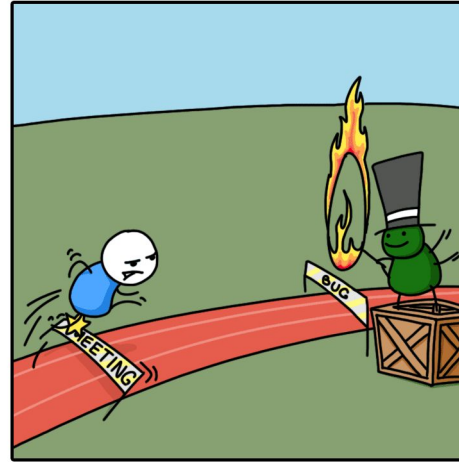
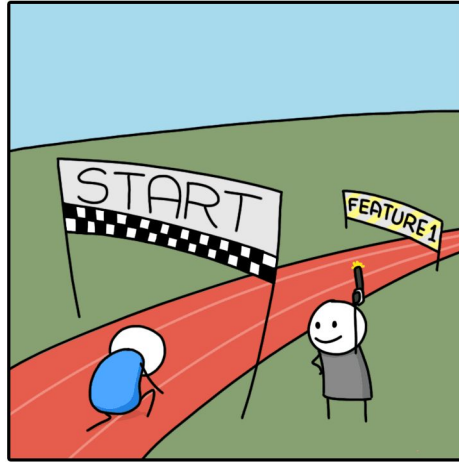


AND?!?!?

WE STARTED FROM
A PROTOTYPE

AND WE
ENHANCED IT!

SPRINT





I'm so glad we all agree

There's always **more to build** than we have **time or resources** to build -
always.



Why are we here today?

It is not the **domain experts knowledge** that goes into **production**, it is the **assumption** of the **developers** that goes into **production**.

- Alberto Brandolini
Event storming wizard





- Cultivate **shared understanding**
- **Uncover** misunderstanding & missing concepts
- Avoid **rework**

**Minimize output and
maximize outcome and
impact - Build Less**

The Dreaded “R” Word.

- R = **Shut up.**
- Your job != get R right, but **change the world**

- Stories **aren't a written form of requirements. Telling stories through collaboration is a mechanism to build shared understanding.**

- **User Story Mapping**
- **Event Storming**
- **Hands on**

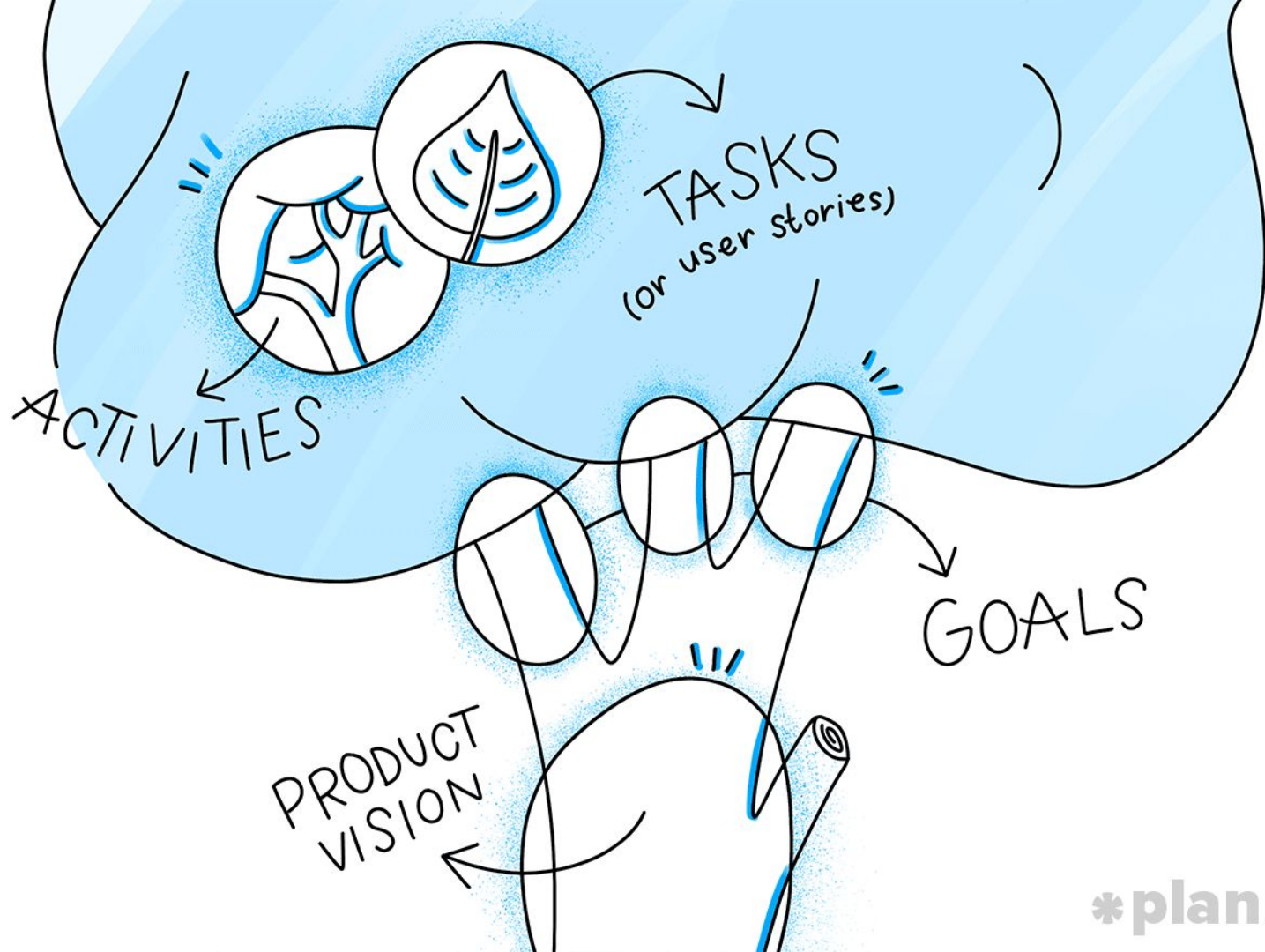
What are we not doing?

- 
- **To write better stories**
 - **To make products**
 - **Talking in technical terms**

User Story Mapping



Story mapping is a **top-down approach** that breaks down your **product vision** into **actionable steps** you can prioritize.



User stories are short,
simple **feature descriptions**
told from the **perspective** of
your **users and customers**.

Simple formula by Mike Cohn[Rename] -

“As a **[type of user]** I
want **[some particular
feature]** so that **[some
benefit]** is received.”

“As a **user**, I can **browse** products of my color so that I can **quickly find** what I’m looking for.”

“As a **return user**, I can **see products** I’ve already purchased to help **inform my decision**.”

User stories strongly shift the focus **from writing** about features **to discussing** them. These discussions are more important than whatever text is written.



Step 1: Frame the journey

What does our product do?

OR

- What?
- Who?
- Why?



Step 2: Build your story backbone

- High level tasks, from start to finish
- You want to go as wide as possible, not deep



Step 3: Identify and group activities

- If you have groups of tasks that could be done at different times (for example, at this point, I could do X, Y, or Z), you would organize those vertically in a column as a set of tasks or options.
- If you have a group of tasks that are done together (for example, I'd do A then B then C), those are user steps that are most likely going to be placed horizontally.



Step 4: Break large tasks into subtasks

- Play “wouldn’t it be cool if...” - Blue sky thinking
- Look for variations.
- Look for exceptions.
- Consider other users.
- Add in other product details.



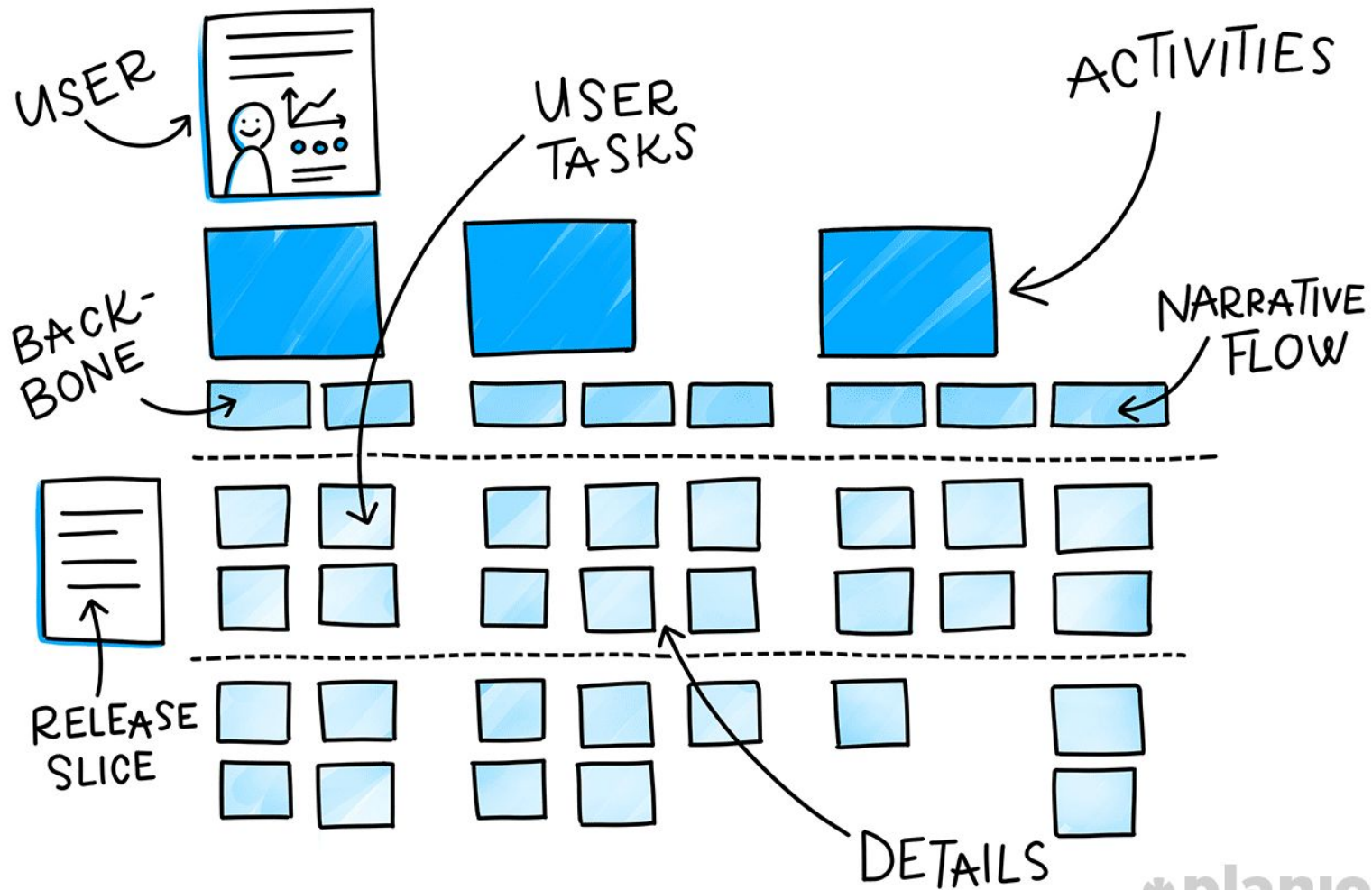
Step 6: Prioritize tasks and subtasks

- Keep high-priority ones at the top and move ones that are less important lower down.
- Device a methodology for arranging tasks by priority.
- Example - “Could”, “Should” and “Must”



Step 7: Slice groups of tasks into iteration

- Name the target outcome and impact
- Identify success metrics



Benefits -

- Puts the **user first**.
- Helps **prioritise** the right work
- Delivers new **value early and often**
- Builds **team consensus**

- **Split in teams**
- **Decide a product**

Have fun!

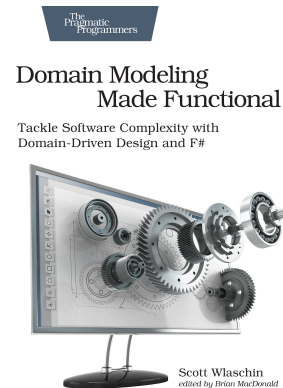
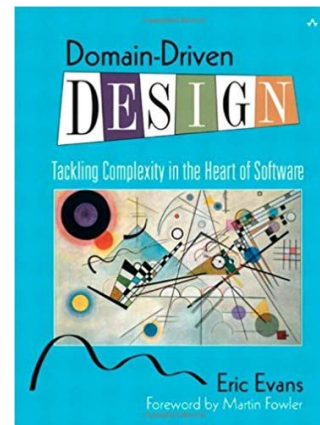
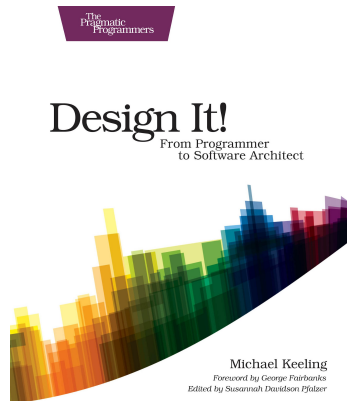
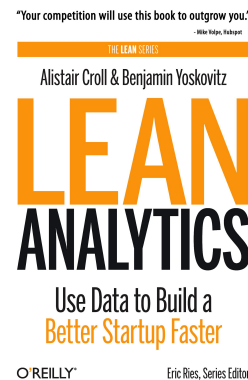
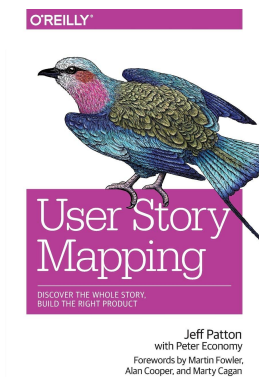
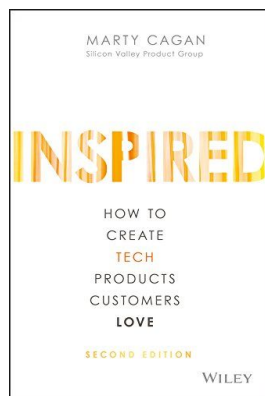


Retrospective



What's next?





Thank You!

